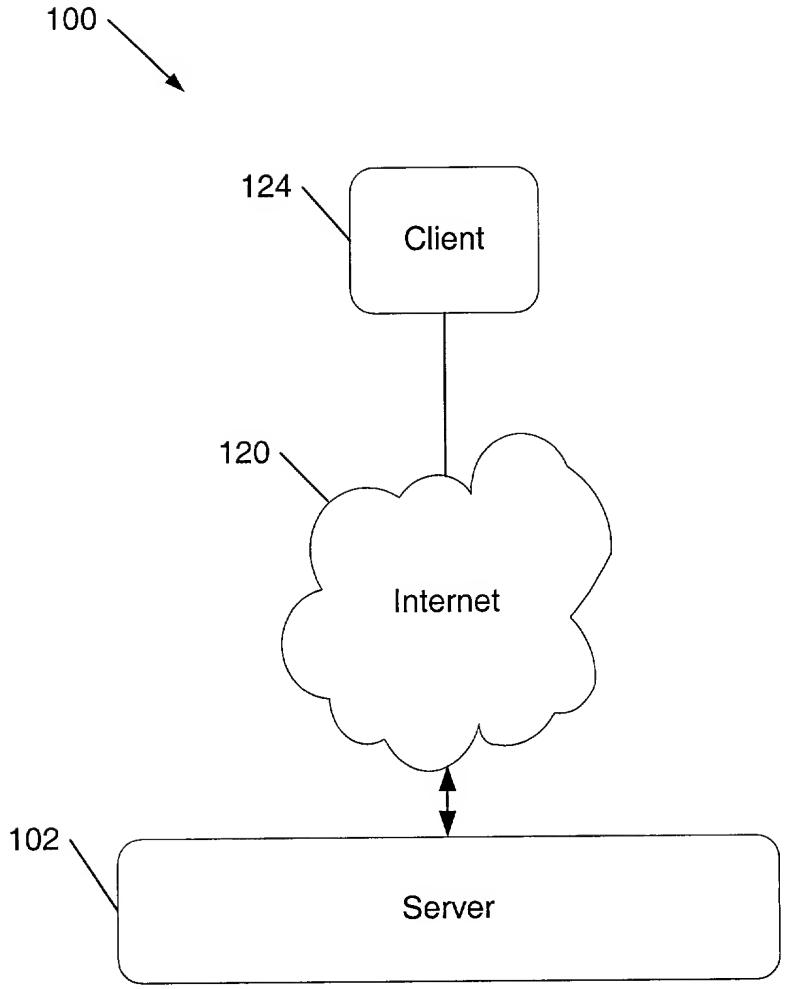


FIG. 1

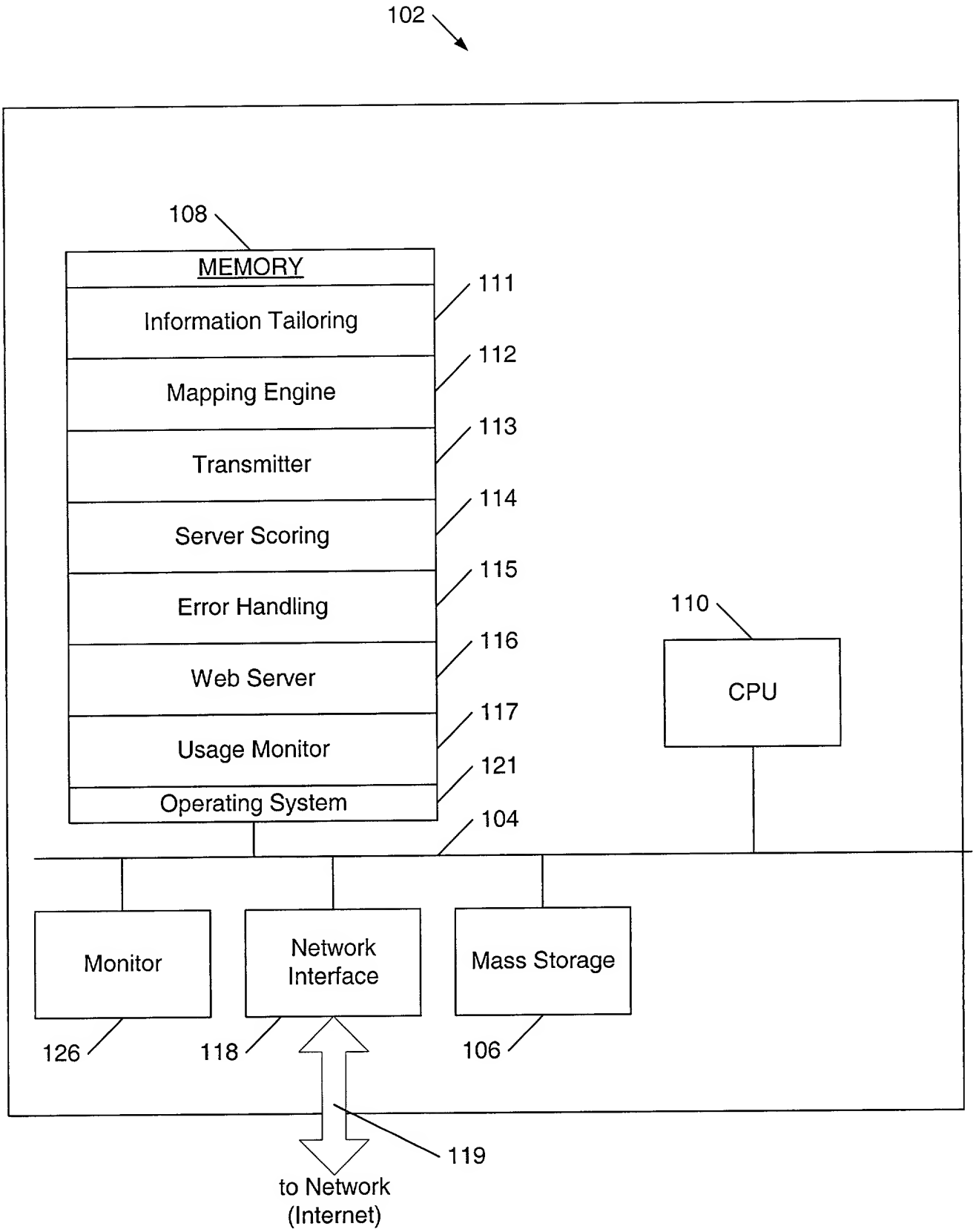

102
108
MEMORY
Information Tailoring
Mapping Engine
Transmitter
Server Scoring
Error Handling
Web Server
Usage Monitor
Operating System
111
112
113
114
115
116
117
121
104
110
CPU
Monitor
Network Interface
Mass Storage
126
118
106
119
to Network (Internet)

FIG. 2

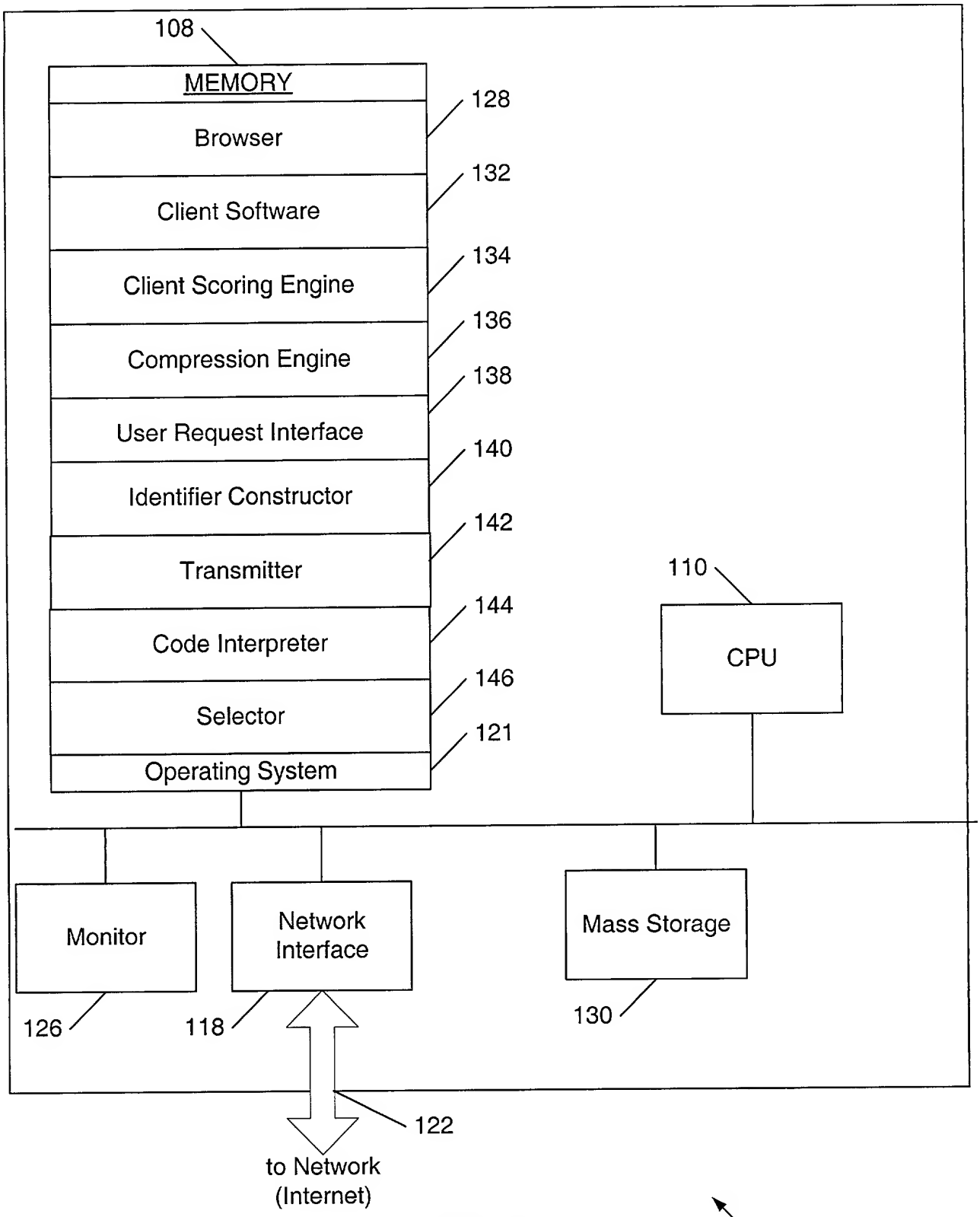

108
MEMORY
Browser
Client Software
Client Scoring Engine
Compression Engine
User Request Interface
Identifier Constructor
Transmitter
Code Interpreter
Selector
Operating System
128
132
134
136
138
140
142
144
146
121
110
CPU
Monitor
Network Interface
Mass Storage
126
118
130
122
to Network (Internet)
124

FIG. 3

```
1: Accept end user input
Scan(code)
if (code data stream rate < (threshold value)) and (preamble character = NULL) then return to 1.

if (service level = dynamic) then (content type) = dynamic
if (service level = static) then (content type) = static

differentiating indicator = NULL

if (code = known code type) then (differentiating indicator) = (known code type)

if ((device type identifier) = NOT NULL) then (differentiating indicator) = (differentiating indicator) & (device type identifier)
if ((user group identifier) = NOT NULL) then (differentiating indicator) = (differentiating indicator) & (user group identifier)
if ((location identifier) = NOT NULL) then (differentiating indicator) = (differentiating indicator) & (location identifier)
if ((end user id data) = NOT NULL) then
        if (client scoring = ENABLED) then (differentiating indicator) = (differentiating indicator) & Score((end user id data))
        else (differentiating indicator) = (differentiating indicator) & (end user id data)
end if
if ((behavioral data) = NOT NULL) then
        if (client scoring = ENABLED) then (differentiating indicator) = (differentiating indicator) & Score((behavioral data))
        else (differentiating indicator) = (differentiating indicator) & (behavioral data)

Compress(differentiating indicator)

identifier = code & (content type) & (differentiating indicator)

Transmit(identifier)

Extract(code)
Extract(content type)
Extract(differentiating indicator)
Decompress(differentiating indicator)

target = code & (content type)

if (server scoring = ENABLED) then target = target & Score(segment(differentiating indicator))
else target = target & differentiating indicator
end if

(target URL) = Map(target)

if ((target URL) = not found) then (target URL) = (default content)

Log(target URL)

Transmit(target URL)

Display(target URL)
```

FIG. 4

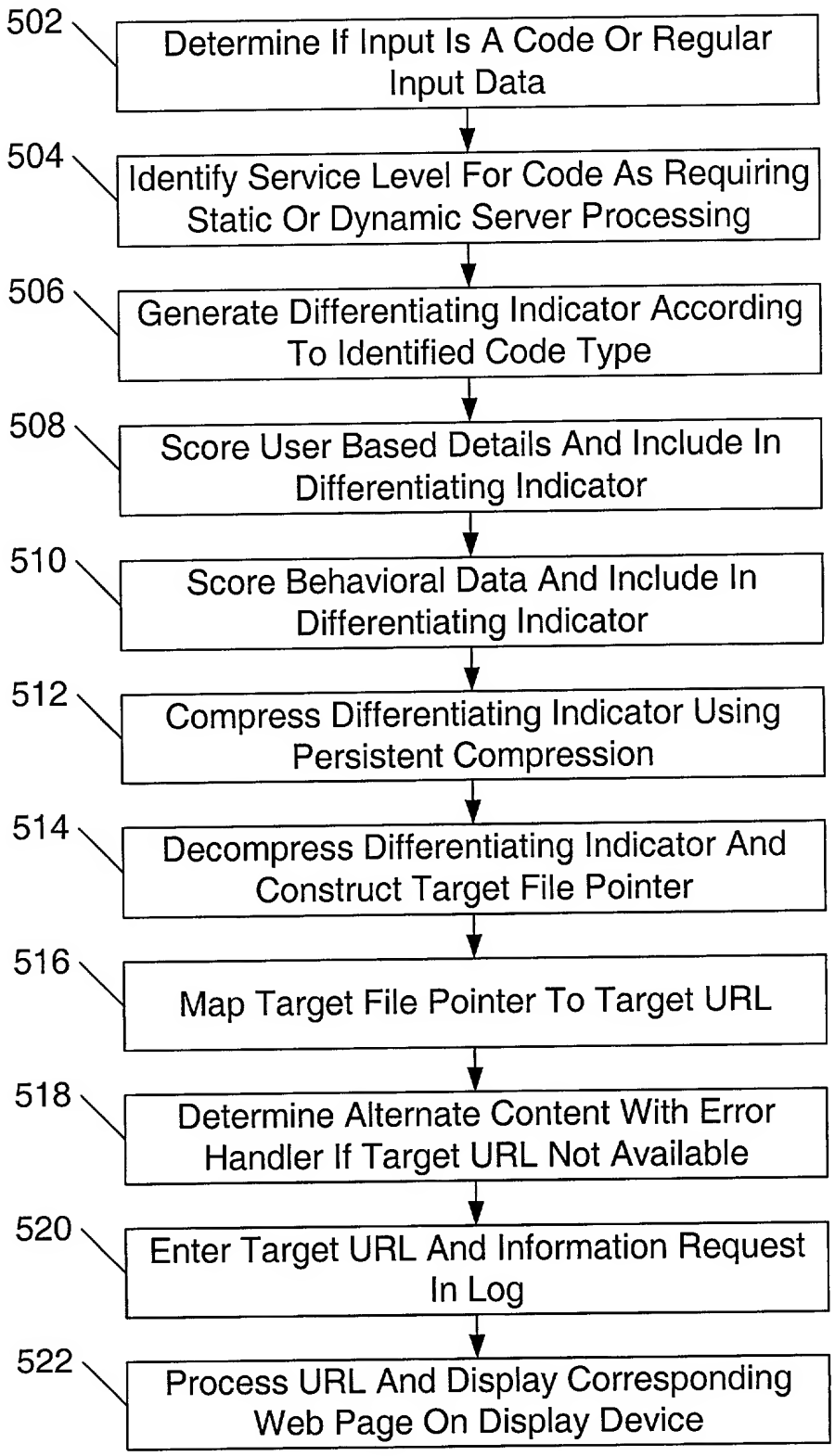
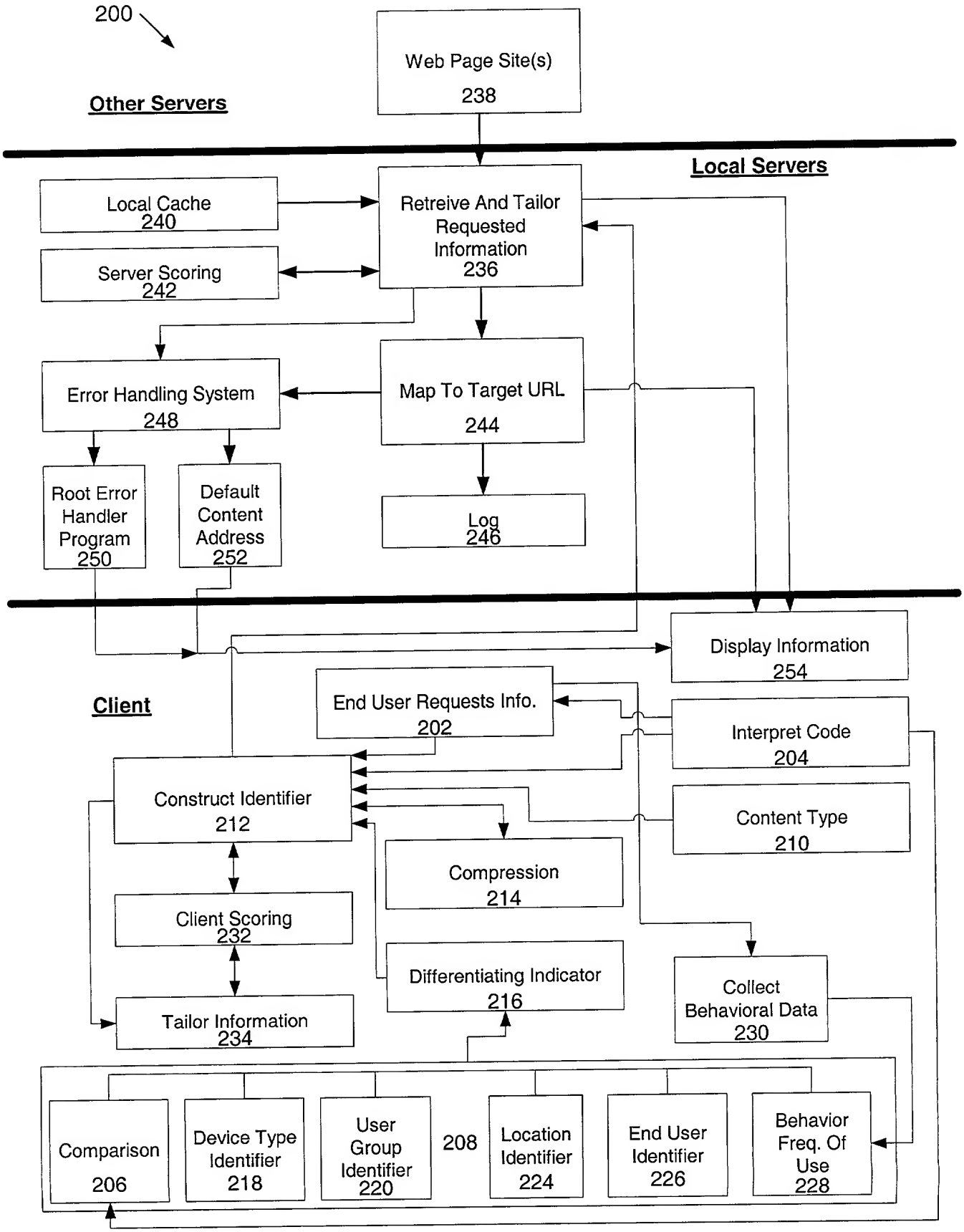

502
Determine If Input Is A Code Or Regular Input Data
504
Identify Service Level For Code As Requiring Static Or Dynamic Server Processing
506
Generate Differentiating Indicator According To Identified Code Type
508
Score User Based Details And Include In Differentiating Indicator
510
Score Behavioral Data And Include In Differentiating Indicator
512
Compress Differentiating Indicator Using Persistent Compression
514
Decompress Differentiating Indicator And Construct Target File Pointer
516
Map Target File Pointer To Target URL
518
Determine Alternate Content With Error Handler If Target URL Not Available
520
Enter Target URL And Information Request In Log
522
Process URL And Display Corresponding Web Page On Display Device

FIG. 5

FIG. 6


200
Other Servers
Web Page Site(s)
238
Local Servers
Local Cache
240
Server Scoring
242
Retreive And Tailor Requested Information
236
Error Handling System
248
Map To Target URL
244
Root Error Handler Program
250
Default Content Address
252
Log
246
Client
Display Information
254
End User Requests Info.
202
Interpret Code
204
Construct Identifier
212
Content Type
210
Compression
214
Client Scoring
232
Differentiating Indicator
216
Collect Behavioral Data
230
Tailor Information
234
Comparison
206
Device Type Identifier
218
User Group Identifier
220
208
Location Identifier
224
End User Identifier
226
Behavior Freq. Of Use
228

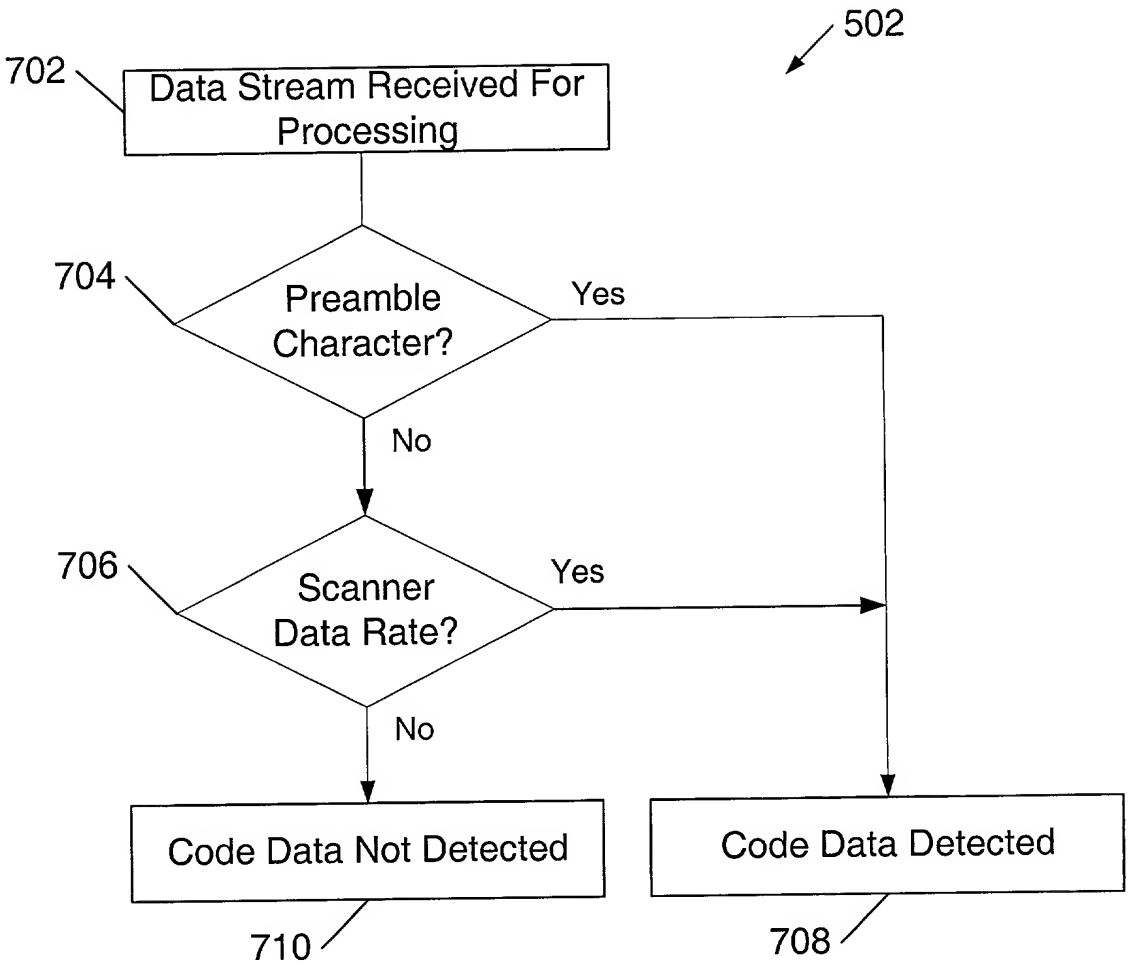

502
702
Data Stream Received For Processing
704
Preamble Character?
Yes
No
706
Scanner Data Rate?
Yes
No
Code Data Not Detected
710
Code Data Detected
708

FIG. 7

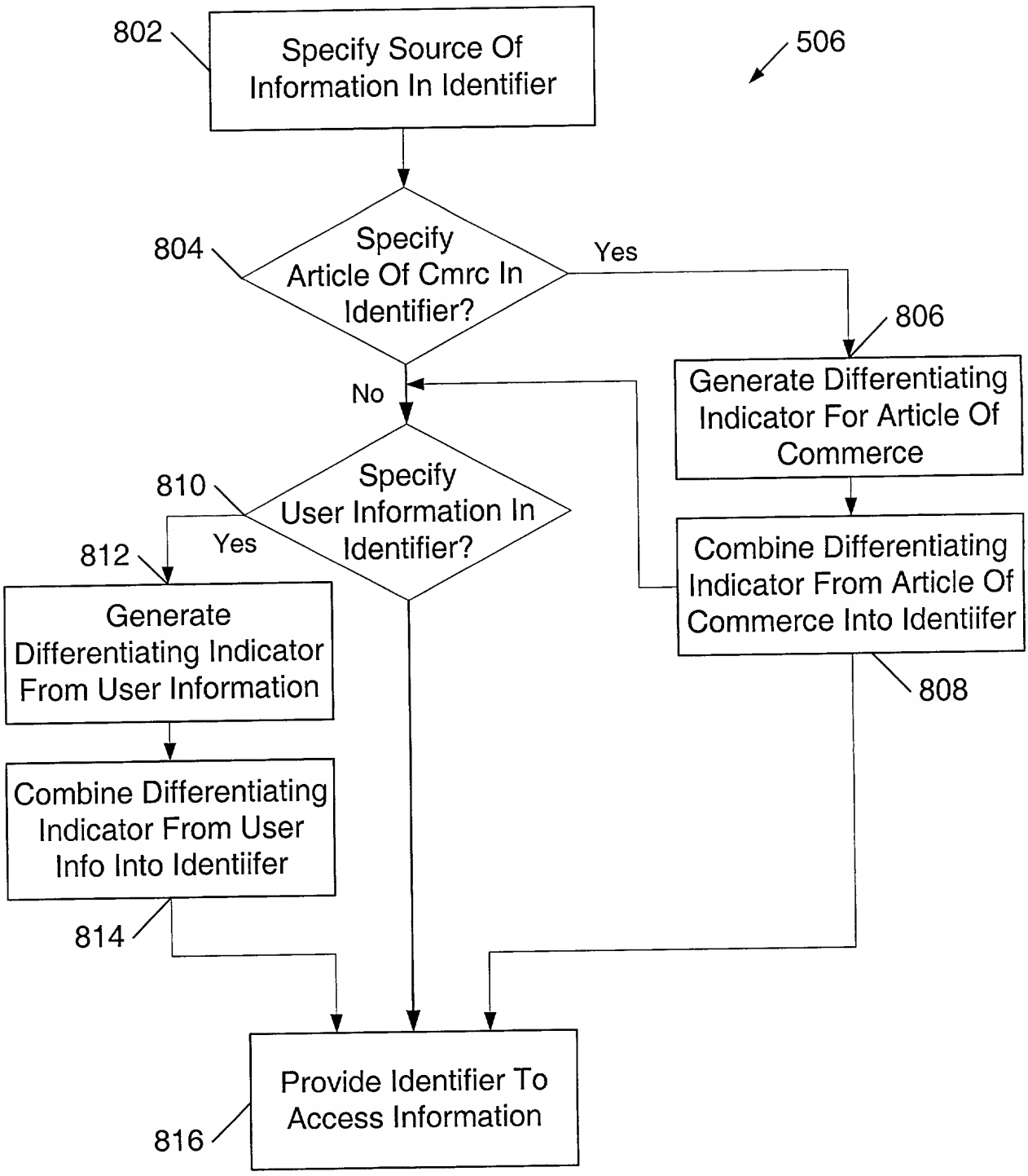

802
Specify Source Of Information In Identifier
506
804
Specify Article Of Cmrc In Identifier?
Yes
806
Generate Differentiating Indicator For Article Of Commerce
No
810
Specify User Information In Identifier?
Yes
812
Generate Differentiating Indicator From User Information
Combine Differentiating Indicator From User Info Into Identiifer
814
Combine Differentiating Indicator From Article Of Commerce Into Identiifer
808
Provide Identifier To Access Information
816

FIG. 8

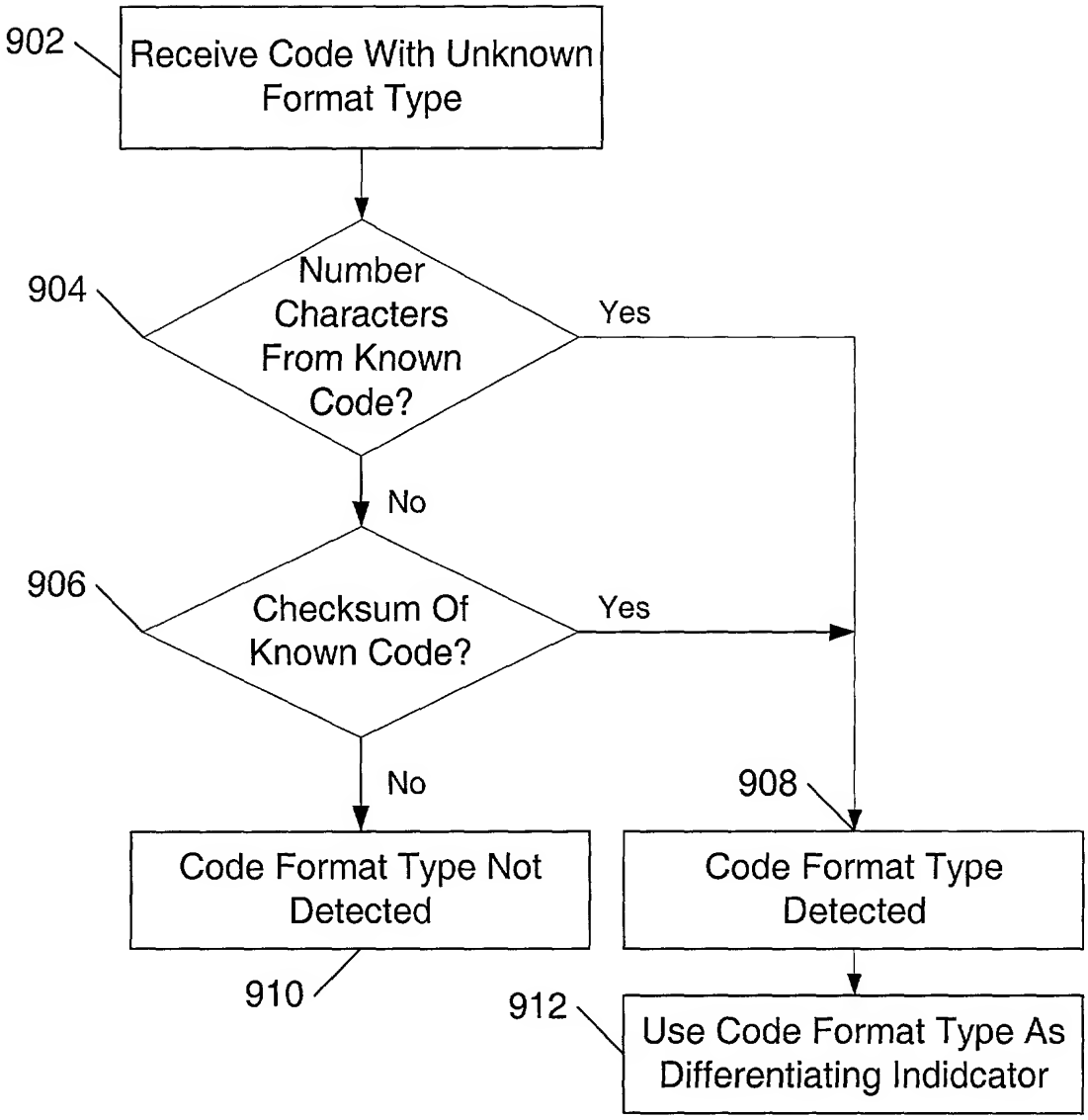

902
Receive Code With Unknown Format Type
904
Number Characters From Known Code?
Yes
No
906
Checksum Of Known Code?
Yes
No
908
Code Format Type Not Detected
Code Format Type Detected
910
912
Use Code Format Type As Differentiating Indidcator

FIG. 9

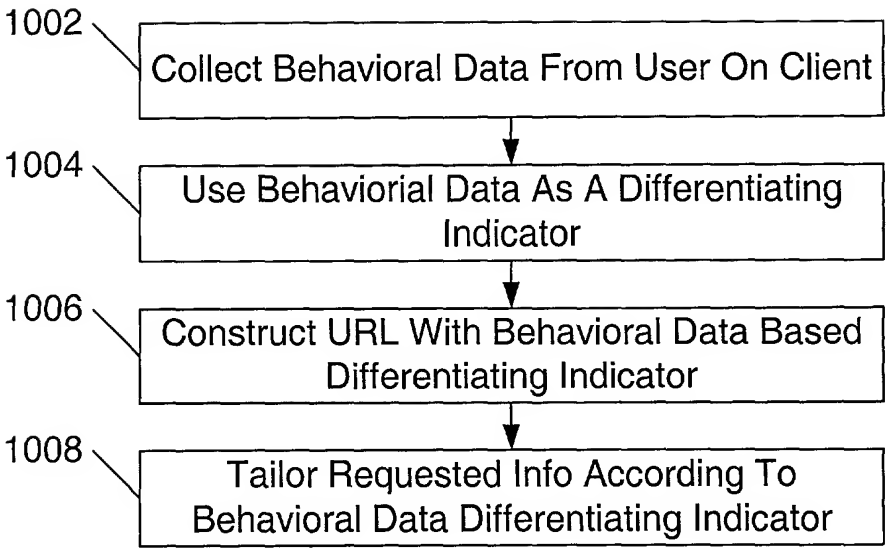

508
1002
Collect Behavioral Data From User On Client
1004
Use Behaviorial Data As A Differentiating Indicator
1006
Construct URL With Behavioral Data Based Differentiating Indicator
1008
Tailor Requested Info According To Behavioral Data Differentiating Indicator

FIG. 10

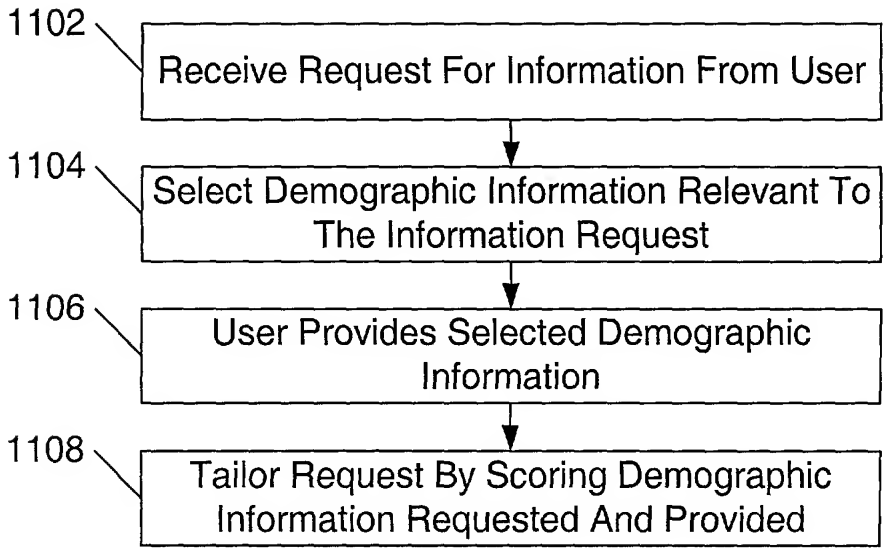

1102
Receive Request For Information From User
1104
Select Demographic Information Relevant To The Information Request
1106
User Provides Selected Demographic Information
1108
Tailor Request By Scoring Demographic Information Requested And Provided

FIG. 11

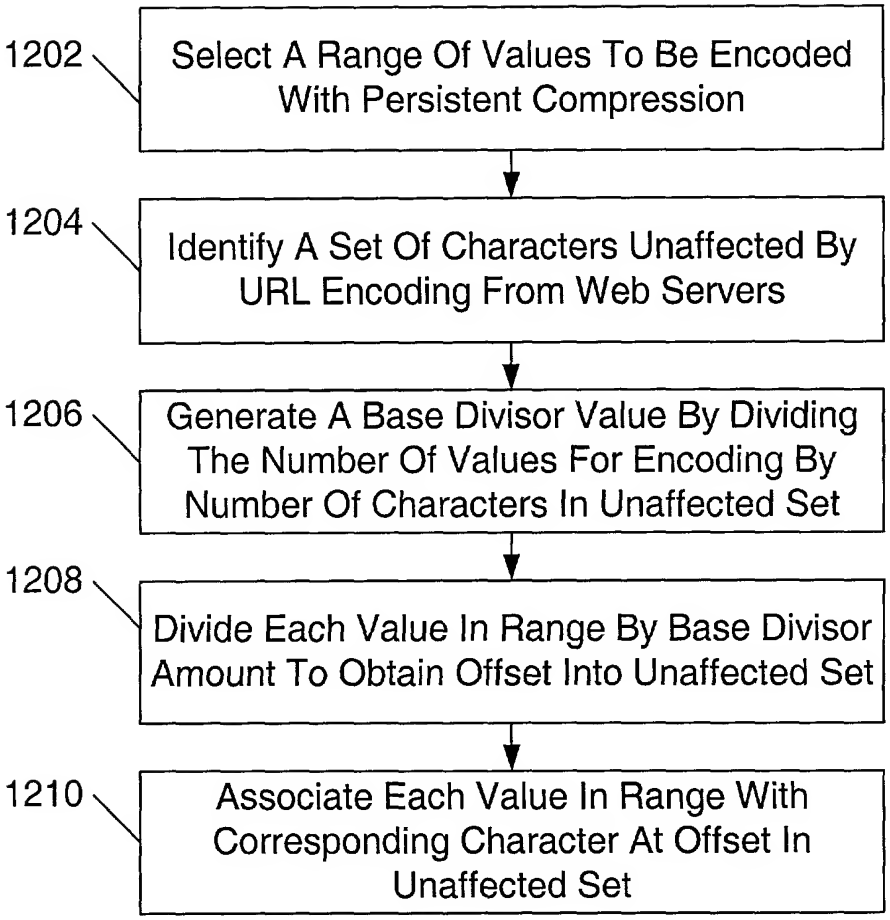

1202
Select A Range Of Values To Be Encoded With Persistent Compression
1204
Identify A Set Of Characters Unaffected By URL Encoding From Web Servers
1206
Generate A Base Divisor Value By Dividing The Number Of Values For Encoding By Number Of Characters In Unaffected Set
1208
Divide Each Value In Range By Base Divisor Amount To Obtain Offset Into Unaffected Set
1210
Associate Each Value In Range With Corresponding Character At Offset In Unaffected Set

FIG. 12

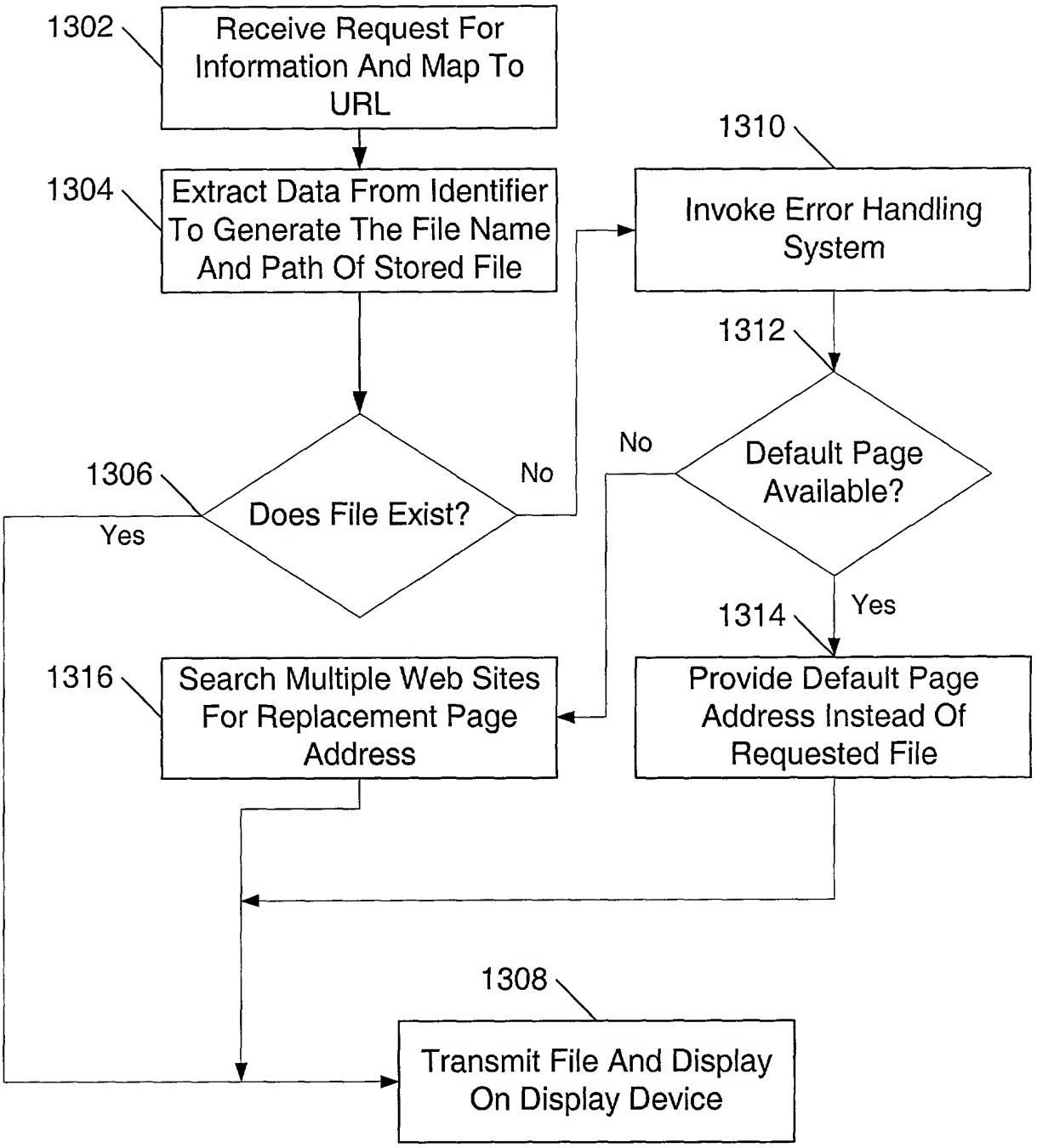

1302
Receive Request For Information And Map To URL
1304
Extract Data From Identifier To Generate The File Name And Path Of Stored File
1306
Does File Exist?
Yes
No
1310
Invoke Error Handling System
1312
Default Page Available?
No
Yes
1314
Provide Default Page Address Instead Of Requested File
1316
Search Multiple Web Sites For Replacement Page Address
1308
Transmit File And Display On Display Device

FIG. 13

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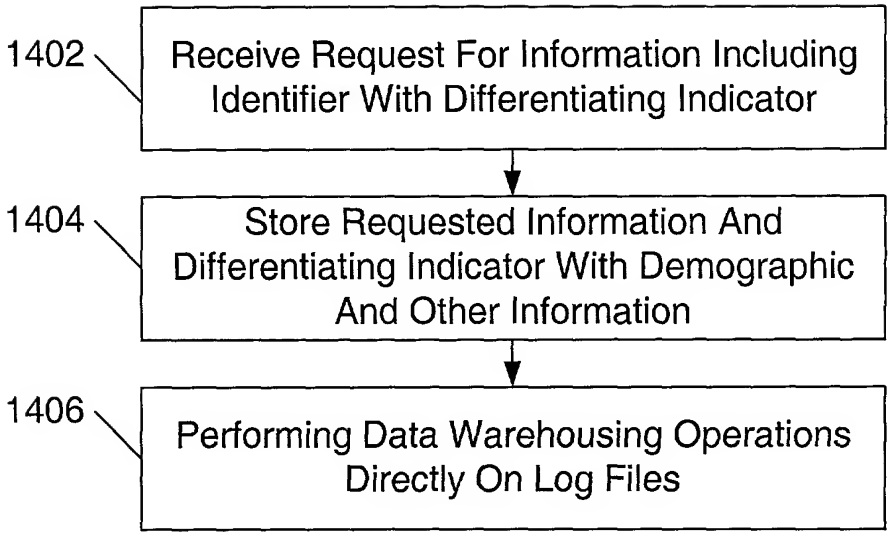

FIG. 14

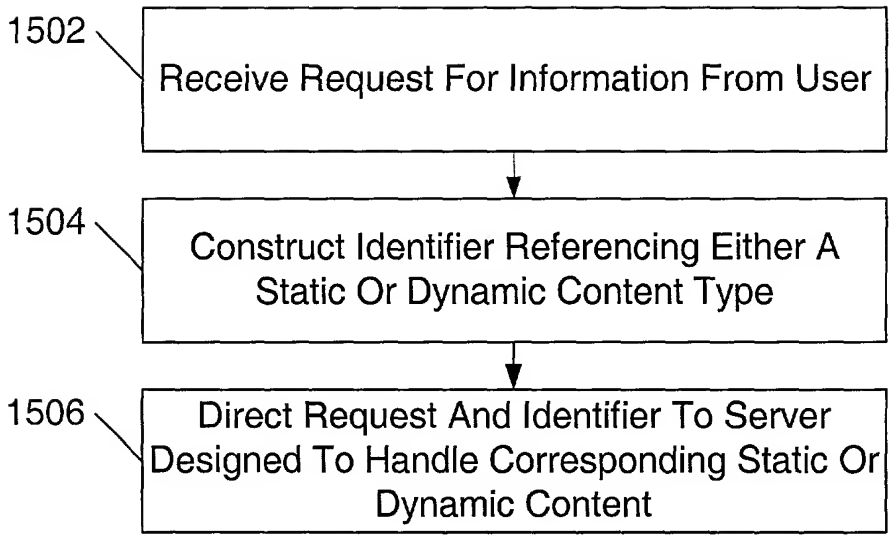
1502
Receive Request For Information From User
1504
Construct Identifier Referencing Either A Static Or Dynamic Content Type
1506
Direct Request And Identifier To Server Designed To Handle Corresponding Static Or Dynamic Content

FIG. 15